

International Marketing - Performance of Chhattisgarh's Business: A Comprehensive Research Analysis

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ABSTRACT

This research paper examines the international marketing performance of Chhattisgarh's business ecosystem, analyzing export trends, industrial growth, and global market penetration strategies. The study reveals that Chhattisgarh has demonstrated remarkable export growth with an 11-fold increase in export value from ₹1,480.15 crores in 2004-05 to ₹16,209 crores in FY25, achieving an average CAGR of 10.14%. The state's strategic positioning as India's mineral hub, coupled with progressive industrial policies and infrastructure development, has enabled successful international market penetration across sectors including steel, mining, agriculture, and manufacturing.

KEYWORDS: International marketing, Chhattisgarh exports, industrial development, global market penetration, business performance.

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INTRODUCTION

Chhattisgarh, established as India's 26th state in November 2000, has emerged as a significant contributor to India's export economy and international business landscape. Known as the "Rice Bowl of India" and blessed with abundant mineral resources, the state has successfully transformed from a predominantly agricultural economy to a diversified industrial powerhouse with substantial international market presence.

The state's strategic location in central India, abundant natural resources including 28 varieties of major minerals, and progressive government policies have created a conducive environment for international business development. This research analyzes the international marketing performance of Chhattisgarh's business sector, examining export trends, market penetration strategies, challenges, and opportunities in global markets.

Literature Review

Literature Review



➤ Theoretical Framework of International Marketing

International marketing involves the application of marketing principles across national boundaries, requiring businesses to adapt their strategies to diverse cultural, economic, and regulatory environments. For regional economies like Chhattisgarh, international marketing encompasses

export promotion, foreign direct investment attraction, and global value chain integration.

➤ Previous Studies on Regional Export Performance

Studies on India's regional export performance indicate significant variations in international market success across states. Maharashtra and Karnataka have traditionally dominated India's export landscape, while states like Chhattisgarh have shown remarkable growth potential in specific sectors. Research by the India Brand Equity Foundation (IBEF) highlights Chhattisgarh's emergence as a key player in mineral exports and agricultural products.

➤ Export Competitiveness Analysis

Previous research on Chhattisgarh's export competitiveness, particularly in non-basmati rice, reveals mixed results with Nominal Protection Coefficient (NPC) and Revealed Comparative Advantage (RCA) indicators showing areas for improvement. However, the state demonstrates strong competitive advantages in mineral-based exports and steel products.

Research Methodology

➤ Research Design

This study employs a mixed-method approach combining quantitative analysis of export data with qualitative assessment of policy initiatives and business strategies. Secondary data sources include government publications, industry reports, and international trade statistics.

➤ Data Sources

Primary data sources include:

- Directorate General of Commercial Intelligence and Statistics (DGCIS)
- India Brand Equity Foundation (IBEF)
- Chhattisgarh State Industrial Development Corporation (CSIDC)
- Department for Promotion of Industry and Internal Trade (DPIIT)
- Export-Import Bank of India reports

➤ Analysis Framework

The analysis framework encompasses:

- Export performance trends (2004-05 to FY25)
- Product-wise export analysis
- Market destination analysis
- Investment attraction and FDI trends
- Policy impact assessment

Analysis and Findings

➤ Export Performance Trends

Chhattisgarh's export performance demonstrates consistent growth trajectory over the past two decades. The state's total merchandise exports

reached ₹16,209 crores (US\$ 1.99 billion) in FY25 (until February 2025), marking significant progress from ₹1,480.15 crores in 2004-05.

Key Performance Indicators:

- Export Value Growth: 11-fold increase from 2004-05 to FY25
- Average CAGR: 10.14% over the study period
- Current Export Value: ₹16,209 crores (\$1.99 billion)
- Share in India's Mineral Production: 15.07%

➤ Product Portfolio Analysis

Chhattisgarh's export portfolio is dominated by mineral-based products and agricultural commodities:

➤ Primary Export Products:

1. **Ferro alloys** (61.5% market share) - primarily exported to Japan
2. **Non-basmati Rice** (33.3% market share) - exported to multiple countries
3. **Iron ore** (15.2% market share) - exported to Japan and China
4. **Engineering goods** (12.8% market share) - global markets
5. **Steel casting & forgings** (8.5% market share) - Europe and USA
6. **Aluminum** (6.2% market share) - global markets

➤ Market Destination Analysis

Chhattisgarh's export destinations reflect strategic market diversification:

Primary Export Markets:

- **Nigeria** (10.5% of total exports)
- **Taiwan** (10.1% of total exports)
- **Other significant markets:** Netherlands, Benin, Italy, South Africa, UAE, Djibouti, Bahrain, Indonesia, Ukraine, Vietnam, Yemen, and Iran

➤ Industrial Infrastructure and Investment Attraction

The state has successfully attracted significant investment proposals:

Investment Trends:

- Total investment proposals: ₹6.75+ trillion over 18 months (2024-25)
- Recent investment attraction: ₹1.25 trillion in various sectors (2025)
- FDI inflows: ₹830 crore (US\$ 97.31 million) from October 2019-December 2024

➤ Policy Framework and Government Initiatives

Industrial Development Policy 2024-30:

- Vision: "Amrit Kaal: Chhattisgarh Vision 2047"
- Single-window system 2.0 implementation

- Over 350 business reforms
- Fast-track land allotment mechanisms
- Special incentives for women entrepreneurs, SC/STs, and rehabilitation programs

Export Promotion Initiatives:

- Establishment of Export Facilitation Centers
- Special Economic Zone (SEZ) development near Raipur

Challenges and Opportunities

- **Challenges in International Marketing**

Infrastructure Constraints:

- Limited connectivity to international ports
- Need for improved logistics infrastructure
- Power supply consistency issues in remote areas

Market Competition:

- Global competition from countries like China in steel and mineral markets
- Price competitiveness challenges in traditional sectors
- Need for product diversification beyond mineral-based exports

Regulatory and Compliance Issues:

- Complex export procedures and documentation
- Varying international quality standards
- Currency fluctuation impacts

➤ Opportunities for Growth

Emerging Sectors:

- Information Technology and semiconductor manufacturing
- Healthcare and pharmaceutical products
- Green energy and renewable technology
- Food processing and value-added agricultural products

Digital Transformation:

- E-commerce platform development for handicrafts and traditional products
- Digital marketing initiatives for tourism and cultural products
- Online presence enhancement for MSME exports

Strategic Partnerships:

- International collaboration agreements (MoUs with US, Russia, Singapore)
- Technology transfer partnerships
- Global supply chain integration opportunities

Strategic Recommendations

➤ Market Diversification Strategies

1. Product Portfolio Expansion:

- Develop value-added products from existing raw materials
- Focus on high-technology manufacturing sectors

- Enhance pharmaceutical and healthcare product exports

2. Geographic Market Expansion:

- Explore emerging markets in Africa and Latin America
- Strengthen presence in ASEAN countries

➤ Digital Marketing and Branding Initiatives

1. Digital Platform Development:

- Create state-specific e-commerce platforms for international buyers
- Implement digital marketing strategies for brand "Chhattisgarh"
- Develop virtual trade show capabilities

2. Brand Positioning:

- Position Chhattisgarh as a reliable supplier of quality products
- Emphasize sustainable and environmentally responsible production
- Leverage cultural heritage for handicrafts and tourism marketing

➤ Infrastructure and Policy Enhancements

1. Logistics Infrastructure:

- Develop multimodal transportation networks
- Enhance port connectivity through improved road and rail networks
- Establish additional ICDs for export facilitation

2. Regulatory Simplification:

- Streamline export procedures through digital platforms
- Implement single-window clearance for all export-related activities
- Establish fast-track approval mechanisms for export-oriented industries

Case Studies

• Success Story: Ferro Alloys Export Growth

Chhattisgarh's Ferro alloys sector exemplifies successful international marketing, capturing 61.5% of the state's export market share. The sector's success stems from:

- Abundant raw material availability (iron ore and coal)
- Strategic location advantages
- Government support through policy incentives
- Strong relationships with Japanese importers

➤ Emerging Success: MSME Export Initiatives

The state's MSME sector has shown remarkable growth in international markets:

- Government recognition through National MSME Awards
- Export promotion through dedicated schemes and incentives
- Digital platform development for market access

Conclusions

Chhattisgarh's international marketing performance demonstrates significant achievements and promising growth potential. The state has successfully transformed from a mineral-rich region to a diversified industrial economy with substantial international market presence. Key findings include:

- 1. Robust Export Growth:** The 11-fold increase in export value over two decades indicates strong international market performance.
- 2. Product Diversification:** While mineral-based exports dominate, the state shows potential for diversification into technology, healthcare, and value-added products.
- 3. Strategic Market Positioning:** Successful penetration of Asian markets, particularly Japan, provides a foundation for further geographic expansion.
- 4. Policy Support:** Progressive industrial policies and export promotion initiatives create a conducive environment for international business growth.
- 5. Investment Attraction:** Significant investment proposals indicate strong investor confidence in the state's international business potential.

The state's future international marketing success depends on addressing infrastructure constraints, enhancing product diversification, and leveraging digital technologies for global market penetration. With continued policy support and strategic investments, Chhattisgarh is well-positioned to become a significant contributor to India's international trade and global business ecosystem.

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